



Trade News

Summer 2003

**The U.S.
Department of
Commerce's
(USDOC)
U.S. Export
Assistance
Centers Serving
Central Texas**

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TRADE NEWS is the monthly newsletter of the U.S. Commercial Service, U.S. Dept. of Commerce Austin USEAC. It is distributed by email. To correct, add or delete an address, send complete contact information to the Austin USEAC at the email address or fax # above.

TRADE INFORMATION

USDOC Appoints Members to the Texas Camino Real Export Council

Several representatives of the Central and South Texas international business community were recently appointed and others renewed to the Texas Camino Real Export Council. The District Export Council (DEC) is a non-profit organization created in 1961 by the U.S. Secretary of Commerce to promote U.S. trade with the world. Chosen for their personal knowledge and experience in exporting, DEC members are many of the country's successful business leaders in global trading. The Texas Camino Real Export Council works closely with the U.S. Department of Commerce and statewide international trade groups to improve conditions for foreign commerce and thereby foster economic growth.

New appointments and renewed membership include:

Raymond J. Brimble – Lynxs Holdings, LLC, Austin (Past Chair, renewed)
Stuart A. Cameron – A. Schulman, Inc., San Antonio (new)
Helena E. Colyandro – Secretary of State, Austin (new)
Ronald L. Crockett – Shook Mobile Technology, LP, San Antonio (Past Chair, renewed)
Don Dwyer Jr. – The Dwyer Group, Waco (new)
Lee Graham – Mensor Corporation, San Marcos (new)
Mark Hagen – Wells Fargo HSBC Trade Bank, San Antonio (new)
Brenda L. Hall – Austin Test, Inc., Austin (Vice Chair, new)
Sara C. Jackson – University of Incarnate Word, San Antonio (renewed)
Edward T. Jones – Export Management Services, Inc., Austin (Past Chair, renewed)
Jack W. Mogab – Southwest Texas State University, San Marcos (new)
Mary P. Moyer – INCELL Corporation, LLC, San Antonio (new)
Jacob J. Nammur – Friedrich Air Conditioning Company, San Antonio (renewed)
Randolph L. Penn – Penn International Insurance, San Antonio (renewed)
Thomas A. Stellman, Jr. – TIP Development Strategies, Inc., Austin (renewed)
Margaret A. Wilson – IC2, University of Texas, Austin (renewed)
Edward R. Xaudaro – Genmar Shipping Agency, Corpus Christi (renewed)

Existing Members:

Edwin Einstein – Attorney at Law, San Antonio
Tony Mudford (Current Chair) - Corporation, New Braunfels
Joel Guerrero – American International Customs Service, Rio Grande City

Advocacy Center

Exporting today means more than just selling a good product at a competitive price; it can also mean dealing with foreign governments and complex regulations. That's when we step in! The Advocacy Center puts the resources and authority of the U.S. Government behind your team to help you resolve problems such as: Foreign competitors receive assistance from their home governments to pressure a customer into a buying decision; Unfair treatment by foreign government decision-makers, preventing you from a chance to compete; The procurement process is politicized by linking the award to concessionary financing, promises of technology transfer, or flow of aid; and tenders tied up in bureaucratic red tape, resulting in lost opportunities and unfair advantage to a competitor. For more information visit www.ita.doc.gov/advocacy.

Trade Compliance Center

The Trade Compliance Center, TCC, in the U.S. Department of Commerce's International Trade Administration, is the U.S. Government's focal point for monitoring foreign compliance with trade agreements to see that U.S. firms and workers get the maximum benefits from these agreements. The TCC is your one-stop shop for getting U.S. government assistance in resolving the trade barriers or unfair situations you encounter in foreign markets. Once you call us with a problem, we examine it and determine if one of the 290+ U.S. trade agreements, including the World Trade Organization agreements and the North American Free Trade Agreement, may give the U.S. trade rights in your situation. We then put a team of experts to work on your problem. They work with the foreign government to ensure that you get the full rights that the U.S. Government bargained for. We can also work with the Office of the U.S. Trade Representative (USTR) to initiate enforcement action under dispute settlement procedures in necessary. For more information call 202-482-1191 or visit www.export.gov/tcc

U.S. VISA Program

The U.S. State Department recently launched an initiative called "Secure Borders. Open Doors." The new website at www.UnitedStatesVisas.gov is the official source of information on U.S. visa policy and procedures. launched in an effort to better communicate U.S. visa procedures.

AES Filing for Shippers Export Declarations (SEDs)

The Automated Export System (AES) is a joint venture between the U.S. Customs Service, the Foreign Trade Division of the Bureau of the Census (Commerce), the Bureau of Industry and Security (Commerce), the Office of Defense Trade Controls (State), other Federal agencies, and the export trade community. It is the central point through which export shipments data required by multiple agencies is filed electronically to Customs, using the efficiencies of Electronic Data Interchange (EDI). AES provides an alternative to filing paper Shipper's Export Declarations (SED's). Census expects to implement in mid-2004 mandatory AES filing for all exports that require SED information. For more information, visit

www.customs.gov/xp/cgov/export/aes/about.xml

U.S. Joins International Trademark Filing System

U.S. companies will soon have a new option for registering their trademarks overseas, using an international filing system that will cost significantly less than the present country-to-country method. Recent federal legislation implemented an agreement for the U.S. to join the Madrid Protocol, an international treaty that facilitates procuring and maintaining international registrations in the participating countries through a centralized and cost-effective system. The protocol will allow U.S. applicants to file a single international trademark application (based on a home "basic" application or registration) that designates the member countries where trademark registration is sought. U.S. participation in the Madrid Protocol will begin once the necessary rules and procedures are in place, but no sooner than November 2, 2003

COUNTRY INFORMATION

U.S. - Australian Free Trade Agreement

U.S.-Australian free trade agreement negotiations began the week of March 17, 2003, in Canberra, Australia, with subsequent negotiations held on May 19 and scheduled for July 21. The U.S. government plans to use the negotiations to strengthen the already significant bilateral commercial ties and to address barriers that U.S. exports face in the Australian market. The U.S. will seek increased access to Australia's market through elimination of tariff and non-tariff barriers, which will benefit a broad range of U.S. sectors. It also will seek to facilitate the export of U.S. food and agricultural products to the Australian market, including the elimination of Australian government export monopoly arrangements, practices that adversely affect exports of perishable or cyclical agricultural products and any unjustified sanitary and phytosanitary measures. The U.S. will seek greater access to Australia's services market and the elimination of restrictions in the telecommunications, financial services, and other service sectors. It also will seek enhanced protection of intellectual property, including in the area of technology. The agreement will have provisions on labor and the environment. There will also be a state-to-state dispute settlement provision. To provide input on the FTA negotiations, contact Barbra Weisel at 202-395-6813 or bweisel@ustr.gov.

U.S. and Chile to Sign Free Trade Agreement

On May 27, USTR announced that the U.S. and Chile will sign their bilateral Free Trade Agreement on June 6 in Miami. U.S. Trade Representative Robert Zoellick will sign the agreement on behalf of the U.S., and Chilean Foreign Minister Soledad Alvear will sign for Chile.

China - SARS Update

The U.S. Department of Commerce's Commercial Service in Beijing, China has established a SARS section on their website. You may view it at www.buyusa.gov/china/en/sars2.html. Commercial Service China will use this communication channel to keep U.S. companies informed of products and services needed by China in the fight against SARS. There will also be information on how the SARS epidemic is affecting the business climate and announcements of new services to assist U.S. exporters in maintaining and even developing business in China during this difficult time.

China - Beijing 2008 Olympics Hot Sheet

The Olympics Hot Sheet is the perfect way to stay on top of what's going on in preparation for the 2008 Olympics. It is published when news happens, as soon as it happens. This publication is free of charge to those companies who are interested in China and Beijing Olympics in 2008. If you would like to receive this hot sheet, send an email to Beijing.Office.Box@mail.doc.gov.

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12 Most Common Obstacles in International Marketing

1. Failure to obtain qualified export counseling and to develop a master marketing plan before starting an export business.
2. Insufficient commitment by top management.
3. Insufficient care in selecting overseas agents or distributors.
4. Chasing orders from around the world instead of establishing a basis for profitable operations and orderly growth.
5. Neglecting export business when the U.S. economy booms.
6. Failure to treat foreign distributors on an equal basis with domestic counterparts.
7. Unwillingness to modify products to meet regulations or cultural preferences of other countries.
8. Failure to print services, sales, and warranty messages in locally understood language.
9. Failure to learn about risk protection products available from the U.S. government.
10. Failure to learn which financial institution excels in providing the services needed for business overseas.
11. Failure to consider use of an export management company or any other marketing intermediary.
12. Failure to consider licensing or joint venture agreements.

Richard Uss, Florida Export Finance Corporation
Info Compliments of:
North Texas USEAC

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China – Video Conferencing Alternative

With SARS looming, China has quietly released 1st Quarter 2003 statistics that show the economy has grown a whopping 9% and imports from the U.S. are up and amazing 39%. Business is very much alive. Many companies observing SARS travel advisories are not traveling to China. Instead, companies are opting to meet with Chinese customers via video conferencing to conduct business. This new service is currently the brightest development at Commercial Service China and is available at the Austin USEAC. Read about it at www.buyusa.gov/china/en/aimr.html.

Iraq - Reconstruction Information

U.S. Department of Commerce Secretary Donald Evans has made Iraq Reconstructions a priority within the Department of Commerce. An "Iraq Reconstruction Task Force" comprised of experts throughout the department dedicated to assisting in the Iraq rebuilding efforts has been created. The International Trade Administration (ITA) is responding to U.S. companies seeking information on how to participate in the rebuilding of Iraq. The goal is to provide U.S. companies with the latest information on the reconstruction efforts and the related projects that they can participate in. The Task Force serves as an information-clearing house for the U.S. business community. The following resources are available to assist U.S. companies: (1.) A new website" www.export.gov/iraq (2.) A database for receiving e-mail inquiries: iraqlinfo@mail.doc.gov. All incoming e-mail inquiries will be kept and used for helping U.S. businesses and those from our coalition partner countries. (3.) A hot line 1-866-352-IRAQ (4727) will soon be activated as some logistical details are ironed out. To view commercial opportunities under contract solicitation and awards, go to the U.S. Agency for International Development, www.usaid.gov/iraq/activities.html. To view the latest information on Iraq Sanctions Guidelines, go to office of Foreign Asset Controls at www.treas.gov/offices/enforcement/ofac/sanctions/sanctguide-iraq.html.

U.S. – Singapore Free Trade Agreement

The big trade news in DC is President Bush and Prime Minister Goh signed the U.S. – Singapore Free Trade Agreement. It now goes, according to TPA regulations, to congress for ratification. We expect a positive vote in late summer or early fall from congress on this agreement. The Chilean FTA is also scheduled to be inked this summer with passage later this year. We are not expecting serious opposition for either trade agreement. For more information about both FTA's please go to the USTR's website at www.ustr.gov.

FEATURED INTERNATIONAL EVENT

CeBIT Bilisim Eurasia

September 2-7, 2003

Istanbul, Turkey

Catalog Show

International Trade Fair for information technology, telecommunications, software and services for Turkey and the Eurasian Region. Catalog show organized by the U.S. Department of Commerce in Turkey in the USA Pavilion at CeBIT Bilisim Eurasia offers you outstanding opportunities! Experienced staff from the U.S. Commercial Service office in Turkey will distribute your company and product catalogs to buyers and potential partners from Southern Europe, Turkey, Middle East, and the Caucasus at the U.S. Commercial Service booth. At the conclusion of the trade show, U.S. Commercial Service will pass qualified commercial leads to you. **Catalog participation fee: \$200.** For further information on the show, visit <http://www.cebitbilisim.com> To participate, please contact Larry Tabash at Larry.Tabash@mail.doc.gov or call (512) 936-0039. **Registration deadline is August 8, 2003.**

LOCAL AND INTERNATIONAL EVENTS

For local events, please visit www.fyiiaustin.com

For international events, please visit www.export.gov and look at "Trade Shows and Events"

USEFUL WEBSITES

- 🌐 The Miami Herald's Latin American business section: www.miami.com/mld/miamiherald/business/international/latin_america/
- 🌐 South American Business updates with links to other international topics: www.sabusinessdaily.com
- 🌐 New effort to better communicate changes in U.S. visa procedures: www.UnitedStatesVisas.gov
- 🌐 Electronic Energy Markets Newsletter: www.oceac.com/buyusa/energy
- 🌐 To find further information on Schedule B numbers, visit www.census.gov/foreign-trade
- 🌐 For more information on investing, buying, selling, establishing a business, or partnering a business in Canada, visit www.canadainternational.gc.ca/business
- 🌐 Information for American firms entering the Chinese market can visit www.buyusa.gov/china/en/contact_china.html
- 🌐 The Business Information Service for the Newly Independent States (BISNIS) website is www.bisnis.doc.gov